



# News Release

Date: December 16, 2020  
Subject: Funding Opportunity for nonprofits

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## **COVID-19 Community Outreach Request for Proposals**

El Paso, Texas (Immediate Release) - The Paso del Norte Health Foundation (Health Foundation) is pleased to invite proposals for Community Outreach Worker (promotora outreach) programs designed to address the dynamic COVID-19 pandemic.

The Health Foundation has a 25-year history of thought leadership, collaboration and grantmaking to promote health and prevent disease in the Paso del Norte region. As modern lifestyle chronic diseases, such as heart disease, diabetes, and cancer are leading causes death and disability, the Health Foundation's focus over this time has been on lifestyle behaviors, such as smoking, exercise, and nutrition that prevent or precipitate these diseases. Today, we face a communicable and infectious threat with the emergence of COVID-19.

Non-profit agencies and units of government, including universities, that have demonstrated experience with promotora outreach and are within the Paso del Norte region are eligible to apply.

### **Topics of Interest:**

The Health Foundation seeks organizations to:

- Recruit and train promotoras related to COVID-19, community services, and related topics
- Supervise and deploy promotoras for COVID-19 related outreach
- Coordinate with other organizations who have promotoras to leverage resources
- Use Reduce the Risk materials, that will be provided

### **Eligibility**

Nonprofit agencies 501(c)(3), 509(a)(1), 509(a)(3), international organizations designated by executive order, or exempt operating foundations; organizations formed outside the United States, Private Non-Operating Foundations, Veterans Groups under 501(c)(19), Fraternal orders under 501(c)(10), Trade Associations under 501(c)(6), Labor Unions under Section 501(c)(5), and Social Welfare Organizations under Section 501(c)(4) within the Paso del Norte region are eligible to apply.

### **Deadline**

The proposal must be submitted through the Paso del Norte Health Foundation online application system by **noon on January 4, 2021**. Proposals may not be considered for funding if submitted after the due date and time.

Applicants are encouraged to email Michael Kelly, Vice President of Programs for the Health Foundation, at [mkelly@pdnfoundation.org](mailto:mkelly@pdnfoundation.org) with any questions regarding this RFP.

Visit [pdnhf.org](http://pdnhf.org) to read the request for proposals and apply online.

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*The Paso del Norte Health Foundation (Health Foundation) leads, leverages and invests in initiatives, programs and policies to promote health and prevent disease in the Paso del Norte region. The Health Foundation was established in 1995 from the sale of Providence Memorial Hospital to Tenet Healthcare Corporation. The Health Foundation seeks to ensure that the people living in far west Texas, southern New Mexico and Ciudad Juárez, Mexico have the knowledge, resources and skills to lead healthy lives. The Paso del Norte Health Foundation is a supporting organization of the Paso del Norte Community Foundation. For more information, visit [www.pdnhf.org](http://www.pdnhf.org).*